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HELLER BROS. COMPANY

P. J. LYNCH, Owner

NEW CASTLE, INDIANA

*The Roses
of New Castle
1931*

LIBRARY

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U. S. Department of Agriculture.

*Our New Rose
"Pride of
New Castle"*

*See
page three*

Wonderful Special Offers and Low Prices

Our prices already low, are still further reduced by these offers, viz: A cash discount of 20% allowed on orders of \$4.00 or more, 25% on orders of \$10.00 or more. Discounts good until June 1st, 1931 and apply to plants and bulbs only. No such offers found elsewhere. We are trying to bring our prices to meet present conditions. Order early. It is mutually helpful.



“Jeannette Heller”

The above illustration comes as near showing this great rose in its true colors as is possible for the printing art to produce. It gives some idea of its delicate color combinations. Hundreds of thousands of Jeannette Heller rose bushes have been sold to satisfied customers the world over. It stands out as one of the greatest of all garden bush roses.

Rose plants received from you this spring have grown and bloomed wonderfully. I can't say too much for Heller Roses. I can't think of any rose more beautiful than "Jeannette Heller."—Mrs. R., St. Joseph, Missouri.

I already have some of your roses, among them the beautiful "Jeannette Heller." It was three years old last summer and at one time had fifty-six blooms and buds on it.—Mrs. F. A. W., Louisville, Kentucky.

Your roses are wonderful. "Jeannette Heller" is "Queen of them all."—Mrs. F. E. S., Seattle, Wash.

The "Jeannette Heller" rose is by far the most satisfactory rose I have ever seen.—Mrs. G. R. McG., Dallas, Texas.

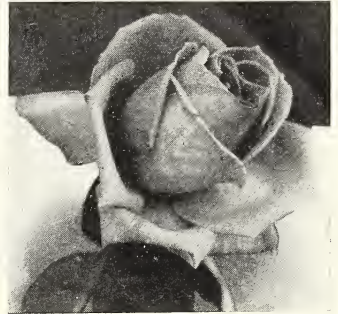
NOTE—Please Keep This Book for Reference. You Will Need It.

Our "Pride of New Castle" Superb Novelty Rose

(See illustration in color on front cover page of this book)

WE now offer this sensational new, deep crimson, bush rose, which will add still further fame to the "Roses of New Castle." Originated by the great American Rosarian Mr. E. G. Hill. We control the entire stock. We consider it is entirely fitting to name it "Pride of New Castle" as it will contribute further renown to this "Rose City" out of which so many new roses have been given to the world.

This great, new, Hybrid Tea bush rose is the result of a cross fertilization of the far famed "Hoosier Beauty" and an undisseminated seedling. It is a strong, vigorous grower, bush type, with extra heavy, large foliage, free from disease of all kinds. It bears its magnificent flowers in most wondrous abundance and continuously. The blooms are immense in size, very double, borne on strong stems in the greatest profusion throughout the growing season. When this was written, after freezing weather and snows, this variety was still blooming in the writer's yard, after all other roses were done. No other crimson rose can compare with it. Color an indescribable deep, velvety crimson, without spot or blemish—remarkably brilliant and does not fade out. It is not excelled in fragrance by any rose in cultivation. The perfume is delicious and very penetrating. Due to its vigorous growth it is hardy everywhere. Withstood 25 degrees below zero with us, unprotected.



Great Pride of New Castle

Our Own Introduction, The Famous "Jeannette Heller" Rose

The Best, Strongest, Healthiest, Hardest and Most Beautiful
Garden Bush Rose in the World

Always in Bloom. The prime requisite of any rose is to bloom abundantly. "Jeannette Heller" blooms literally all the time and the first year. Here in New Castle growing in ordinary garden soil, we saw a bush about two feet high of "Jeannette Heller" with **seventeen perfect flowers and buds at one time.** What rose can equal that? Read what others have to say on opposite page.



Famous Jeannette Heller Rose

Healthiest of All Roses. Has wonderful vigor. The reason "Jeannette" blooms so abundantly is that it has a wonderfully strong root action, which means perfect health, as the heart of any rose is its root system. Has the vigor of an oak. Hardy with protection under ordinary conditions.

Grows Luxuriantly Everywhere. "Jeannette Heller" is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet. Even in Jamaica, under the tropical sun, we saw a bush covered with a perfect mass of gorgeous buds and flowers. Splendid in the extreme cold climates, superb in the West, grows like a weed in the South, the East has pronounced it the best rose in America for amateur planters.

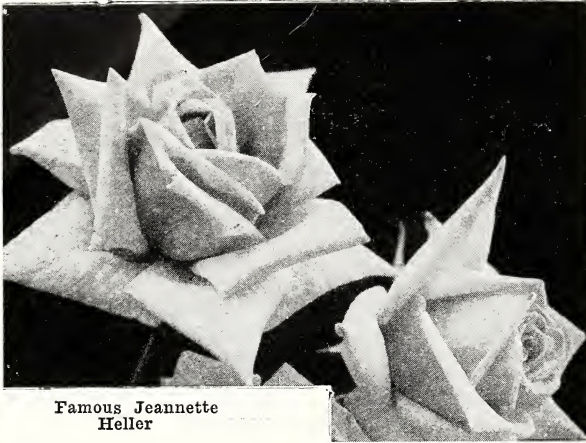
Perfect Flowers, Superb Color. Perfect flowers both in form and color. The flowers are magnificent, buds long and pointed, of immense size, opening into wonderful, deep, double, perfectly formed blooms, unsurpassed and indescribable in their beauty. The color is a beautiful blending of shell-pink in the center, shading off to rosy blush and pale yellow; sometimes creamy yellow and pale white or pearl then again almost pure pink. Impossible to describe the different color effects, which are duplicated in no other rose. See colored illustration on opposite page.

A Truly American Rose. This is our rose. No one else has it for sale. It has made us famous. Millions of plants have been sold and thousands of delighted customers have written to us about its beauty. It is an American rose, introduced by us and it ought to have a place in every American garden.

Prices of these two great ROSES OF NEW CASTLE: "JEANNETTE HELLER," illustrated in color on opposite page and the greatest crimson rose in the world, "PRIDE OF NEW CASTLE," illustrated on front cover page, are as follows in extra fine, own-root, pot-grown plants ready for immediate blooming: Strong first size plants, 30c each, 4 for \$1.00; \$3.00 per dozen, prepaid by parcel post. Large two year old plants \$1.00 each, 6 for \$5.00; \$9.50 per dozen by Express. If wanted by prepaid parcel post add 10c per plant for 2 year old stock. Still larger Star size plants, \$1.25 each, 6 for \$6.50; \$12.00 per dozen by Express. If star size plants are wanted by prepaid parcel post add 15c per plant. Prices include privilege of selecting in any quantity one or both varieties. All pot-grown, on own roots.

"Jeannette Heller Collection of Roses"

10 WONDERFUL HARDY EVERBLOOMING GARDEN ROSES POSTPAID FOR \$2.00



Famous Jeannette
Heller

Here are 10 unsurpassed, garden, bush roses. Have everything good roses should have—hardiness, splendid health, gorgeous, fragrant flowers. Bloom continuously this and every year. A beautiful and varied collection representing every shade and color. All are hardy. Winter protection helps all roses.

JEANNETTE HELLER—Our own famous garden rose. An exquisite blending of pink and cream color. Extra strong, hardy and vigorous and very free blooming. Magnificent flowers.

BABY DOLL—The most sensational Rose; dainty, perfect flowers, colors ranging from vivid crimson to old gold; a combination unique and pleasing; always in bloom.

HELENA CAMBIER—Large double, beautifully formed flowers of salmon rose to coppery rose shades. A great rose.

KOOTENAY—New, creamy white. An improved Kaiserin Augusta Victoria. Blooms full and double. A profuse bloomer.

DAVID O. DODD—New, magnificent, rich crimson scarlet. Large beautifully shaped buds and gorgeous double flowers.

MRS. B. R. CANT—Deep pink flowers with silvery center. Double and very fragrant.

COL. R. S. WILLIAMSON—New, lovely satiny-white with deep blush center. Blooms large. Free flowering.

CRIMSON QUEEN—A rich bright, velvety crimson, strong, vigorous grower. Very hardy.

PINK COCHET—A clear, rich pink, changing to silvery rose. Flowers double on long stems.

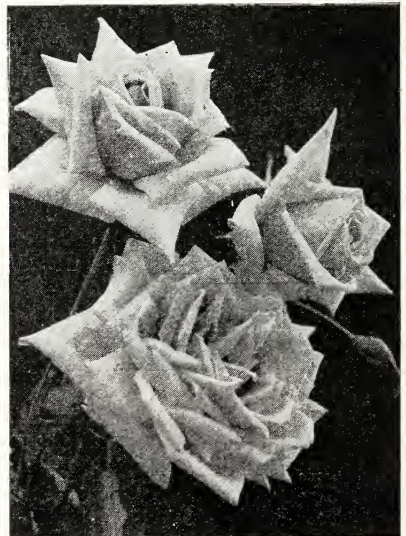
MME. FRANCISCA KRUGER—A beautiful rose of strong, bushy habit. Flowers very large and double. Color salmon, deeply shaded coppery yellow. Always in bloom.

Last Spring I purchased a star size Jeannette Heller rose from you and its growth this season has been wonderful. It has bloomed constantly ever since June and now has more than two dozen nice buds on it. This morning I cut three of the most beautiful roses I ever saw growing on a bush. I have ten different roses of the best I could purchase, but I want to say Jeannette Heller is in a class by itself. I would not give it for all the other ten combined!—M. M. M., Hamilton, Ohio.



Crimson Queen

Our Jeannette Heller proved to be one of the most beautiful roses in the neighborhood. It was admired by everyone who saw it. Mrs. L. O. Blackburn, Walnut, Illinois.



Mme. Francisca Kruger

SPECIAL OFFER

One each, strong, vigorous, first size plants of the 10 superb roses offered above, postpaid for \$2.00. The complete set in strong, two year old plants, 10 in all \$7.50 by express, \$8.50 prepaid by parcel post. The 10 varieties in lusty, star size plants \$10.00 by express, \$11.00 by prepaid parcel post.

Order as "Jeannette Heller Collection"



The 50 roses purchased from you have grown marvelously and we have never before seen roses like them. Today I cut the 90th bloom and they are still covered with buds. The Jeannette Heller is the most gorgeous of all. M. M., South Bend, Ind.



How to Grow^{er} The "Roses of New Castle"

Pot-Grown Roses, on Own Roots are best and cheapest—read carefully.

These famous, "ROSES OF NEW CASTLE" pot grown and on their own roots are produced at a temperature slightly above freezing, which is Nature's treatment of all permanent growing plants and trees. When Spring arrives they are ready to commence a healthy growth the same as trees and shrubs.

They are carefully prepared for amateurs and beginners and all risk of failure is removed before the plants are shipped. Field grown, dormant, wild root roses in many sections of the country are affected with deadly diseases which soon kill them off. We refer to Brown Canker and Common Cane Canker. Our *Own-Root* Roses have no such diseases and are infinitely superior because they are free from diseases and are absolutely healthy.

We develop the root action of the plant by our method of growing, instead of putting the burden on you to do that. It costs more to produce *Own-root* roses but you pay less for them by reason of our efficiency, equipment and the forty two years of experience this writer has had in producing these wonderful plants.

Our rose plants can be set out any time during the year after severe freezing and frost is past. That means they can be set out with entire safety in the coldest climates in late March, April, May, June, July, August and up to severe freezing weather again. Field-grown, wild-root plants must be planted in March or April while they are dormant. There is no closed season for planting the "ROSES OF NEW CASTLE."

You have no wild root suckers or shoots with these *Own-root rose plants* of ours as you are likely to have with wild-root, dormant roses. Unless you are experienced you will wind up with a wild rose plant. *Own-root plants* are best in every way. Before you buy rose plants insist on knowing whether they are on their *Own roots* or budded or grafted on wild roots. Whether or not you buy from us, plant *Own-root roses* and avoid disappointment.



P. J. Lynch,
Owner

Wild root roses seem to require numerous sprayings with

various insecticides and instead of a thing of beauty they are an eye-sore. A plant ought to be a thing of beauty and these *Own-root roses* are.

As long as any considerably part of the root of our *Own-root roses*, is alive you still have the Real rose. The winter may kill back the tops but that means nothing as they will come back again stronger than ever. If you plant a wild-root, dormant plant and the tops are killed back then you have nothing left but a wild rose.

Our plants are grown in the best rose soil in America. We have seen them on the grounds of the Federal building here develop in a single year to a size not usually obtained in five years, enormous plants 8 to 10 ft. across, 6 to 7 feet high.

Slashing Cash Discounts

On the front cover page we offer the following discounts: 20 per cent on orders of \$4.00 or more; 25 per cent on orders of \$10.00 or more. Take advantage of these discounts. They mean just this. We have disregarded all profits but we propose to carry on until better days come. We intend to keep our regular employees employed. We are satisfied if we can only make ends meet without respect to our investment and profits. You will never buy stock at such low prices and you will never get better stock, so take advantage of these cash discounts. They are to our mutual advantage.

Compare our prices with prices asked for field-grown, wild-root roses and you will find them so much lower there is no comparison. There certainly is no comparison so far as the quality is concerned. They are in a class by themselves, the last word in rose perfection, the best and cheapest rose plants in America.

Preparation of Soil. Now as to their cultivation. There has been so much misinformation appearing in prominent publications, written by inexperienced and alleged specialists who simply know nothing whatever about the practical side of rose growing, the wonder is that these publications have not done what they are now doing generally, refraining from printing these out-pourings of "chain" writers, some of whom now admit what they have already written has been inconsistent.

There is no mystery, no difficulty in growing these famous "ROSES OF NEW CASTLE". You don't need elaborate instructions, technical plans of drainage, a multitude of don'ts and do's to follow, lists of roses, many of which are foreign grown and unsuited to the varying climatic conditions of this country—all of this and more has tended to confuse the mind and has discouraged many who want a few rose bushes for the pleasure they give. Don't pay any attention to such instructions. Roses are not a burden. They are intended to be a pleasure and if you will plant the

HELLER BROS. CO., New Castle, Indiana



Received your "Trial Collection last spring and surely was well pleased. They are so healthy and thrifty and have been in bloom all summer. Jeannette Heller is surely beautiful. Mrs. F. B. Ontario, Wisconsin.



"ROSES OF NEW CASTLE" you will be rewarded with beautiful flowers under the most ordinary conditions. Good garden soil such as will grow corn, peas, beans etc. is ideal. When it is possible, enrich the soil with well rotted manure. Cow manure is best. Horse manure, if thoroughly rotted will do. If you use chicken, pig, sheep and other animal manure use it sparingly, if at all. Bone meal and air slacked lime may be used lightly. Spade deep—fifteen inches or more if you can, for reasonable drainage and to hold moisture in hot weather.

When to Plant. Plant after all danger of frost is past, and any time thereafter that suits you. There is no closed season for planting our roses; being pot grown, they may be set out in the Northern and Middle states any time during the growing season, spring, summer fall. In the Southern and Pacific Coast states, plant whenever it suits best. Our plants are always ready to plant and with perfect safety.

How to Plant. Plant them as a rule, if in beds, 18 to 24 inches apart. Nothing iron-clad about this. Plant to suit yourself or your space. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting, pour the water around the roots until you are sure that the soil at the bottom of the roots is well dampened. Don't be afraid to water them at this period, and when this is done don't water too much afterwards. Roses are like corn; they like hot, dry spells and heavy rains. If the roots are kept wet all the time the young feeding roots will not develop, so if they dry out now and then it will be helpful, and if you must water—water them well after such drying periods. Roots are developed when the plants are on the dry side from time to time. If you have water under pressure, syringe the foliage frequently. It helps to maintain health, just as we all find a bath refreshing, as well as healthful. As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. As you cut them it helps to develop more blooming shoots. When the plants are growing actively, feed them, say every ten days to two weeks, lightly, of course. Use Stim-U-Plant tablets, which are very effective. If insects should appear and they are not likely to as long as the plants are healthy, use a spray of Sulpho-Tobacco Soap.

Winter Protection. This writer, after a lifetime of observation, has arrived at the conclusion that more rose plants are killed from too much, misdirected kindness than all other causes combined. In my own yard I have Tea Roses, Baby Ramblers, Hybrid

Teas and Hybrid Perpetuals. I have never protected my plants at all, and have lost practically none. I don't say this is a rule to be followed, but I do say this. A large percentage of amateur planters, as soon as the first heavy frost comes, commence covering their rose plants. This is the wrong procedure. Don't commence protection until real freezing weather comes—then put a light covering around the plants, leaves, litter, straw or, if you wish, some coarse, well rotted stable manure, with plenty of straw in it, then add the lighter covering as the weather gets colder. This will allow for circulation of air around the plant. Don't smother it out. That's harmful. Now, here again, is the value of the ROSES OF NEW CASTLE. Because they are on their own roots, the tops may be completely winter killed, but they will start again from the roots the following spring. Not so with the nursery-grown, wild-root rose plants. If their tops are winter killed you have nothing left but a wild root. Our roses are therefore more enduring, far more valuable, and it is not unusual for them to last a lifetime. Uncover the plants in the early spring, gradually, just the same as you covered them, so when all danger of freezing is over you will have them practically uncovered, except the mulching of manure can remain and can be scratched in the soil later on. Now don't cover too early or too much, and don't let the covering stay on too long in the early spring.

Pruning. When plants fail to mature buds, remove a large percentage of the undeveloped buds and imperfect blooms. If the bushes are more spreading than desired they can be pruned back without injury about one-third of their growth in early spring, before they foliage out.

Mildew. Mildew does not seriously damage but makes the plant unsightly. The remedy is to dust the foliage in the morning while the dew is yet upon it, with sulphur flour, which may be had at almost any grocery or drug store.

Black Spot. Black Spot is caused as a rule by continuous wet weather or an unfavorable, damp location. Spray with a mixture of Bordeaux, which you can secure at any drug store. This is an effective control but it will be found our rose plants are not so affected unless the location is unfavorable.

General Information. After planting, if the leaves turn yellow and drop off, do not be alarmed. Nature thus conserves the vitality of the plant. Immediately the plant will throw out new and stronger shoots. During the growing season if the plants develop diseased foliage that indicates the root action is poor and the plant needs nourishment, in the way of a good plant food. Roses like sunshine. Partial shade is not so harmful but they do best in full sunshine. Do not plant too close to trees or shrubs.

Write Us If You Need Help. Feel free to write us at any time. We will help you in every way we can. If you are in doubt about the proper selection you can safely leave it to us. If the plants do not develop as they should, write us and it is possible we can help you. With the vigor, vitality and general health of our plants, if these simple instructions are followed, it will be the exception to the rule if you do not have splendid success with our roses.



"I want to thank you for sending me such nice roses. They are growing fine, and I surely will remember you folks in future orders, also in recommending you to our friends."—Mrs. A. H., Ft. Thomas, Kentucky.



New Hardy Everblooming Garden Roses

Only a few of the yearly crop of new roses are worthy of recommendation. Our practice is to offer only those that are good. No need to go outside of the roses offered in this book unless you want to experiment. On this and page 6 are the new roses we have found worth while. General good health, freedom of bloom, lovely colors, beauty and form of flower—all this they have in abundance. There are none better. (H.T. in descriptions means Hybrid Tea class, Hardy Everblooming).

Mrs. A. R. Waddell

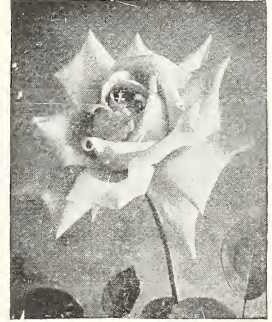
(H.T.)—Rivals in color effects Rev. F. Page Roberts. Beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Absolutely distinct and unique. Strong grower, free blooming.

LADY ALICE STANLEY (H.T.)—Color, coral-rose, inside of petals shading to flesh pink. Very beautiful. Easy to grow.

ROSELANDIA (H.T.)—Dark saffron-yellow of the Ophelia type with somewhat richer coloring. Considered an improved Ophelia. Has a very sweet perfume.

W. FREELAND KENDRICK (H.T.)—Buds medium size; flowers large, globular, very double. Color flesh deepening to peach in center. Very vigorous and a continuous bloomer.

SENATOR MASCURAUD (H.T.)—Unusually healthy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare scarce, beautiful.



A. R. Waddell

Royal Red

(H.T.)—Giant bush rose, flowers of enormous size. Color, scarlet red, with almost black shadings; strong powerful stem, sweetly scented.

EDEL (H.T.)—Bud large, flower large, double, stately; opens well in all weather. Fragrant. White with ivory shading toward base.

Elsie Beckwith

(H.T.)—Rich glowing rosy pink, sweetly scented blooms, with large bold stiff petals on long stems. Vigorous upright grower.

ROSE HILL (H.T.)—Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.



Elsie Beckwith



Royal Red

Duchess of Wellington

(H.T.) — Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Very vigorous growth, free flowering.

LADY URSULA (H.T.)—Produces well shaped, pale pink blooms continuously throughout the summer.



Duchess of Wellington

Courtney Page

(H.T.)—Magnificent flowers, large, full double. Intense glowing crimson overlaid with a velvety sheen. Grand grower. None better.



Courtney Page

Price of all roses on this page, strong first size plants 30c each; 4 for \$1.00 postpaid; Strong two year old plants, 90c ea., \$9.50 per dozen by express or \$1.00 each \$10.50 per dozen prepaid by parcel post. Still larger star size plants \$1.10 each by express or \$1.25 prepaid by parcel post.



I got roses from you two years ago. They have done so well I am sending for more. W. C., Lafayette, R. I.



Templar

LA CHAMPAGNE (H.T.)—Semi-double peach colored blooms, slightly shaded darker. A most beautiful and satisfactory rose.

RED GIANT (H.T.)—Bears lovely carmine colored flowers throughout the growing season. Color is new and attractive.



La Champagne

JOHN COOK (H.T.)—A triumph among garden roses. Color clear pink, reflex petals a lighter shade. Flowers borne in great profusion continuously.

KOOTENAY—Flowers immense in size, full and double. A strong, upright grower, bush type. Color creamy white. A profuse bloomer. A great rose.

RED COLUMBIA (H.T.)—Same as Columbia except the color is a brilliant scarlet crimson of exquisite shading.

ETOILE DE HOLLAND (H.T.)—Bright red flowers of medium size. Flowers fairly full and deliciously perfumed.

CITY OF LITTLE ROCK (H.T.)—Beautiful bright pink. Flowers large. Strong vigorous grower and free flowering.

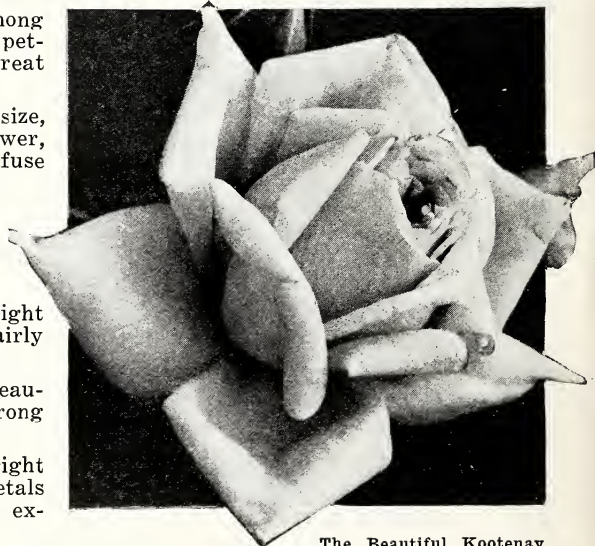
JOHN C. MENSING (H.T.)—Color, bright shimmering pink shaded golden. Petals large, well formed, a gorgeous rose of extreme brilliancy.



City of Little Rock

enormous in size highly scented Healthy, very strong growing. Magnificent.

GARDEN GEM (H.T.)—A grand grower, absolutely free from disease. Satiny pink flowers of lovely form. A magnificent bloomer. One of the best new roses.



The Beautiful Kootenay

Templar

(H.T.)—Clear, bright red of exceedingly double form. Flowers wonderfully beautiful and highly scented. Vigorous grower.

REV. F. PAGE ROBERTS (H.T.)—Similar to Mrs. A. R. Waddell, but we believe Waddell is a better rose, larger flowers, stronger grower. This remarkable rose is hard to describe, copper red going to golden yellow with the outside petals a reddish tint. Much sought after.

Two year old, pot plants only, \$1.00 by express; prepaid by parcel post, \$1.15 each.

DAVID O. DODD (H.T.)—See illustration in color, back cover page, of this marvelous new crimson rose.

BRIARCLIFF (H.T.)—A vast improvement on Columbia. One of the greatest of garden roses. Color brilliant pink,

Price of all roses on this page, except as noted: Strong first size plants, 30c each; 4 for \$1.00 postpaid; Strong two year old plants, 90c ea., \$9.50 per dozen by express or \$1.00 each, \$10.50 per dozen prepaid by parcel post. Still larger star size plants \$1.10 each by express or \$1.25 prepaid by parcel post.



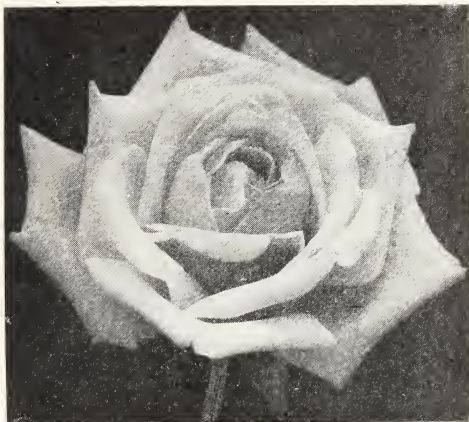
I wish to thank you for the lovely rose plants. I made a mistake in buying some budded roses from a nursery and will say right now never again. Heller Bros. roses for me from now on. Mrs. R. C. Edinburgh, Ind.



Hardy Everblooming Garden Bush Roses

On this and the following pages are offered all the great Hybrid Tea, garden bush roses that are planted by nearly everybody because of the sound satisfaction they give everywhere. They bloom continuously from early summer until severe freezing weather; have large bold, handsome, exquisitely fragrant flowers in most gorgeous colors. Like all roses they are benefited by winter protection. Once planted these great garden roses are practically permanent.

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid form; always blooming.



Red Radiance

Red Radiance

A Great American Bush Rose

Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy and free blooming.

SUNBURST (Giant Yellow)—Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full, deep, double flowers, which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth. Superb.



Rhea Reid



Pink Radiance

Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

OPHELIA—Salmon flesh, shaded rose, Buds of unusual beauty, opening full and double. Of strong habit, produces its flowers in great profusion. Very hardy. Very popular.

VICTOR—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy, very large pink flowers on long stiff stems.

Rhea Reid

The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet crimson, gorgeous in appearance.

Price of all roses on this page: First size plants, 30c each, any 4 for \$1.00, postpaid; strong two-year old plants, 85c each, \$9.00 dozen assorted, by express; prepaid by parcel post, 95c each, \$9.50 per doz. Still larger star or specimen plants at \$1.00 each, \$10.00 per doz. by express; prepaid by parcel post, \$1.15 each, \$11.50 per doz.



The roses bought from you several years ago are the pride of the neighborhood. They are wonderful.—A. T., Oil City, Penna.



HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

MAD. CAROLINE TESTOUT—Grand old favorite. In color, it is of a satiny rose, deepening to clear red in the center.

RICHMOND—Vivid red, exquisitely shaped, immense fragrant flowers are nothing short of gorgeous.

Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose—One of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect all summer.

SILVER COLUMBIA—An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong grower.

METEOR—Very few dark Roses compare with this in richness and depth of color, which is a rich velvety crimson, shading very dark in the depths of the petals.

Helena Cambier

Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon rose to coppery rose. Hardy everywhere. Don't overlook this great rose.



Gruss an Teplitz

COLONEL R. S. WILLIAMSON—New and lovely satiny-white with deep blush center. Blooms large, free flowering.

COMMONWEALTH—Buds large, long and pointed, open flower very double, extra large in size, of fine substance; solid deep pink color, long, strong stems. A vigorous grower and continuous bloomer.

AMELIA GUDE—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped lighter. Free bloomer, good grower.

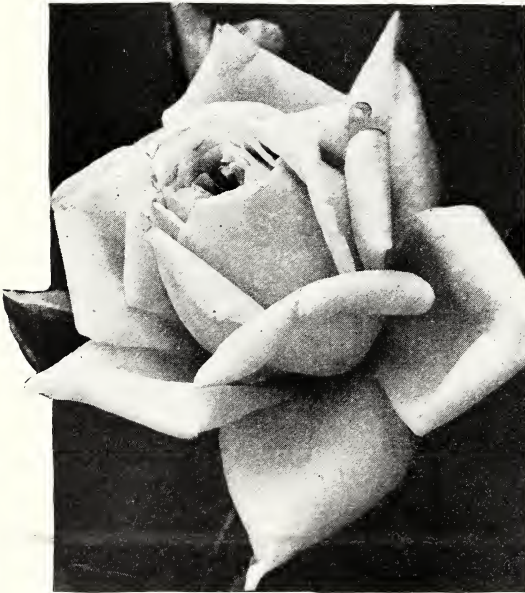
ETOILE DE FRANCE—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large massive, deep, full cup-formed flowers of clear red or velvety crimson.

MME. EUGENE E. MARLITT—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade.

LA FRANCE—Bright pink flowers with curled petals showing silvery tints; intensely fragrant.

LORD CHARLEMONT—Flowers clear crimson, deepening to carmine crimson with almost black shadings, perfectly shaped long pointed buds, large and full, sweetly scented flowers.

CRIMSON QUEEN—There is no color that produces the show that a good crimson does. The color is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom, extremely hardy.



Helena Cambier

Price of all roses on this page: First size plants 30c each, any 4 for \$1.00, postpaid; strong, two-year-old plants, 85c each; \$9.00 per dozen assorted, by express; prepaid by parcel post 95c each. \$9.50 per dozen. Star size or specimen plants at \$1.00 each, \$10.00 per doz., by express; prepaid by parcel post \$1.15 each, \$11.50 per doz.



HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

Alexander Hill Gray

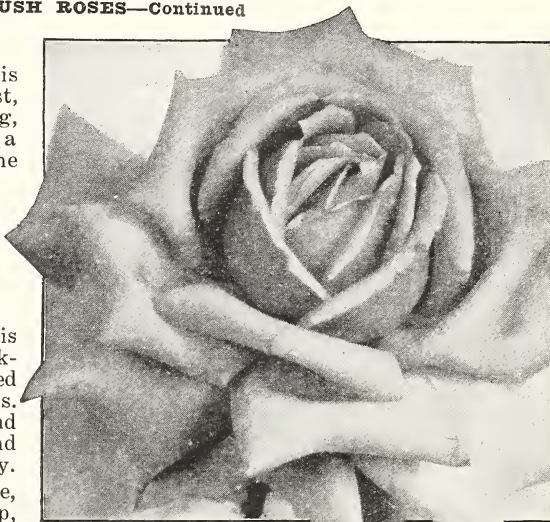
We are firmly convinced that this lovely bush rose is one of the very best, if not *the best* yellow, everblooming, garden rose. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease.

PRINCE E. C. D'ARENBERG—This really great rose seems to be overlooked. Flowers of a bright scarlet, shaded maroon, borne on long, straight stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower, with fine foliage. Very hardy.

PREMIER—The blooms are immense, buds long, full, pointed. Color rich, deep, rose-pink, without shadings. Flowers of pleasing fragrance are borne singly on stiff, almost thornless stems with very fine disease resistant foliage.

AMERICAN BEAUTY—The fame of American Beauty roses is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with winter protection.

NATIONAL EMBLEM—Ought to be in every home. The color is unsurpassed—a crimson, overlaid with deep, velvety crimson, shading to deeper vermilion edges; buds long and pointed, blooms full, deep and double.



Alexander Hill Gray
Great Yellow

HOOSIER BEAUTY—No illustration, no description can give the faintest idea of the grandeur of this variety. It is exquisitely beautiful, wonderfully strong growing, bushy form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers. Deep, double, immense in size, gloriously formed, with a color seen in no other rose, a superb velvety crimson. A splendid garden rose.

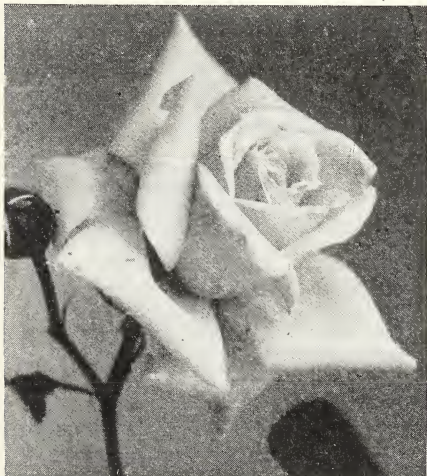
MADAM BUTTERFLY—This great variety has become one of the most popular roses in cultivation. To describe this rose is impossible. If you can, imagine exquisitely formed buds of Indian ochre with yellow at the base and those intermediate tones of clear, brilliant shades of coral pink, opening into deep, full flowers, a glorious effect. Strong growing, free blooming.

SENSATION—Well named. Heavy luxuriant foliage; strong growing, magnificently formed flowers of deepest velvety crimson, massive in size, produced in marvelous abundance.

Kaiserin Augusta Victoria

A great white, hardy, everblooming rose. Strong sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long stiff stems; deliciously fragrant; very hardy.

JONKHEER J. L. MOCK—Great two-tone rose—See back cover page.



Kaiserin Augusta Victoria

Price of all roses on this page: Strong, first size plants, 30c; any 4 for \$1.00, postpaid; two-year-old plants, 85c each, \$9.00 per dozen assorted, by express; prepaid by parcel post 95c each, \$9.50 per doz. All on own roots. Still larger star size or specimen plants at \$1.00 each, \$10.00 per dozen, by express; prepaid by parcel post, \$1.15 each, \$11.50 per doz.



I believe my "Jeannette Heller" Rose is the finest, most healthy and profuse bloomer I have ever seen. It is admired by every one. Mrs. J. W. McD., Smithville, Georgia.



HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

Clothilde Soupert

New roses come and go but this great everblooming, bush rose is still one of the greatest of all roses ever introduced by any one. Has everything a rose ought to have—beautiful flowers borne in amazing profusion continually. Splendid for cutting. We could fill a page of good things about this rose. A strong dwarf grower and a wonderful bloomer, producing clusters of full, double flowers. Color effect is a beautiful ivory white with silvery rose center.

AMERICA—This new Indiana rose a Hybrid Tea, is a most beautiful garden rose. Immense buds, long and pointed of great substance opening into enormous double flowers on sturdy long stems, almost thornless. Color a rose pink of peach-blow shade; deliciously fragrant; every shoot produces a flower. Well worthy of the name it bears.



Clothilde Soupert

RED LETTER DAY—A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a rose of exquisite grace.

FRANCIS SCOTT KEY—A magnificent garden rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long and pointed, opening full and double.

MATCHLESS (H.T.)—Long pointed buds opening full and double. Color a deep cerise pink, almost red. Intensely fragrant. A fine variety.

GUARANTEED HEALTHY PLANTS

Never in our experience has it been more important to have healthy plants than today. Our plants are absolutely healthy and this fact is certified to by the certificate of cleanliness and absolute health from our state entomologist which accompanies every shipment.

Professor L. H. Bailey, our most noted American Horticulturist, says of greenhouses and glass houses: "This is the transcendent merit of a greenhouse—the sense of mastery over the forces of Nature. It is an oasis in one's life as well as in the winter. One has dominion."

This confirms our belief for more than a third of a century that one has absolute control or dominion over everything one raises in glass houses, which is the way we grow our famous roses. Temperature is kept a little above freezing during the winter—nature's way. Plants may be watered when they need it and each plant is kept clean and strong, fibrous roots are developed, which are the very life of the plant. Plants are given individual care. They are not subject to such devastating drought as the country suffered this past summer, killing as it did cereal crops and it certainly did not add anything to the health of wild-root, field grown rose plants that had to live through it without a drop of water. In this vast area of glass here, we truly have "mastery over the forces of nature" and no one not having such equipment, representing a large financial investment, can have dominion and control over their rose stock as we have. Thousands of people who have planted our roses will testify that this dominion and control is essential to good healthy rose plants, especially when they are on their **Own Roots, like OURS** and not wild-root, dormant, nursery grown, which kind we do not sell. All our roses are absolutely healthy.

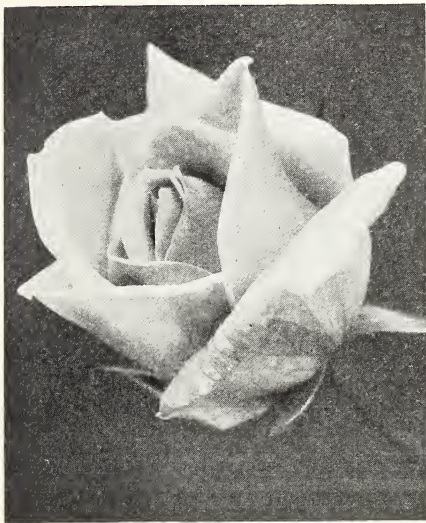
I have bought roses from different places. Your Own Root Roses have been more successful to grow than others and they are all beautiful.—Mrs. Edw. T., Louisville, Ky.

SCIENTIFIC PACKING—Next to the soil in which a Rose is grown, the most important consideration from the buyer's point of view, is how the order is packed when it is sent you. We have perfected a system of packing roses and other plants that is so perfect that we ship with safety to all parts of the world. During a single season we have shipped to every nook and corner of America, to Canada, New Zealand, Siam, Philippine Islands, Bahamas, S. W. Africa, Dutch West Indies, China, Newfoundland etc. We receive hundreds of testimonials telling us of the wonderful condition the plants arrive in and that is because we know how to pack them.

Prices of all roses on this page: Strong, first size plants, 30c; any 4 for \$1.00, postpaid; two-year-old plants, 85c each, \$9.00 per dozen, assorted, by express; prepaid by parcel post 95c each, \$9.50 per dozen; all on own roots. Still larger star size or specimen plants at \$1.00 each, \$10.00 per dozen, by express; prepaid by parcel post, \$1.15 each, \$11.50 per dozen.



Hardy Cochet Bush Roses



Typical Cochet Rose

The Cochet Roses are among the greatest of all hardy everblooming bush, garden Roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes everywhere. The flowers are superb. Always in bloom the summer through.

PINK MAMAN COCHET—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

CRIMSON MAMAN COCHET—One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson. Roses of exquisite fragrance.

WHITE MAMAN COCHET—Snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

RED MAMAN COCHET—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

YELLOW MAMAN COCHET—A typical Cochet Rose. A deep, golden yellow, considered one of the very finest yellow Roses.

SPECIAL OFFER—Cochet Roses, One each, 5 in all \$1.00, postpaid; extra strong two-year-old plants. 5 in all \$3.75 by express, \$4.00 prepaid; still larger, star size \$4.75 by express, \$5.00 prepaid.

PLEASE ORDER AS THE "COCHET SET"

Lovely Killarney Roses

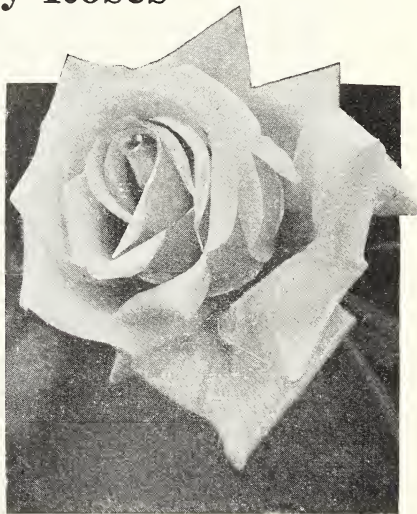
Yellow Killarney

MME. JENNY GILLEMOT—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom all summer. The equal of Souv. de C. Pernet, or any other yellow rose.

WHITE KILLARNEY—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinct that everyone knows it by its shape.

Pink Killarney

Strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant, shell-pink; hardy everywhere. Magnificent in growth; bears its beautiful flowers constantly all summer.



Mme. Jenny Gillemot, Yellow Killarney



Pink Killarney

Prices of all roses on this page: First size plants 30c each, any 4 for \$1.00, postpaid; strong, two-year-old plants. 85c each, \$9.00 per dozen assorted, by express, prepaid by parcel post, 95c each, \$9.50 per doz. Still larger star size or specimen plants \$1.00 each, \$10.00 per doz.; by express; prepaid by parcel post, \$1.15 each, \$11.50 per doz.



"Climbing Columbia" is the best Climbing rose in existence. The flowers are beautiful.—M. A. H., Sedalia, Missouri.



Columbia, One of the Most Beautiful of all Pink Bush Roses

Columbia

Lovely Pink Garden Bush Rose

As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from diseases. A marvelous garden rose.

"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous." Mrs. T. F., Paris, Illinois.

Climbing Columbia

A Remarkable New Climbing Rose

Identical with the great "Columbia" having all the parent's desirable features and in addition it is a wonderful climber, growing ten to fifteen feet in a single season. Blooming, as it does continuously, bearing blooms of immense size, often measuring six inches in diameter, this at once becomes the greatest of all pink, hardy, everblooming, climbing roses. Color is the same as "Columbia," glowing pink, fragrance delicious. A most remarkable hardy everblooming climbing rose.

SPECIAL OFFER S-1

One each great Columbia and Climbing Columbia, strong, first size, pot-grown plants, prepaid by parcel post, 60c; strong, two-year-old pot plants, one each, \$1.60 by express; by parcel post prepaid, \$1.80; still larger star size plants, one each, \$1.90 by express; prepaid by parcel post, \$2.15. Pot-grown and on Own roots.

Prices of all roses on this page: Strong, first size plants, 30c each, 4 for \$1.00 postpaid; two-year-old plants 90c each, \$9.50 per dozen assorted by express; prepaid by parcel post \$1.00 each, \$10.50 per dozen. Larger star size plants, \$1.10 each, \$11.00 per dozen, by express, \$1.25 each, \$12.50 per dozen, prepaid by parcel post.



Bought roses from you 6 years ago. They are fine plants now. I want own root roses. Do not send me any grafted roses—J. M., Pooler, Ga.



Superb Yellow
Etoile de Lyon
Rose

Hardy Everblooming Tea Roses

To this class of bush roses belongs all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers and healthy foliage their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

ETOILE DE LYON (Star of Lyon's)—Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. There is no rose to compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size, very double. This and Alexander Hill Gray are the two great, yellow garden roses and are generally hardy everywhere with winter protection. There are a great many roses in commerce but none to compare with these two great roses in color and most important of all, absolute healthy growth. They do well everywhere, both of them, but each is distinct from the other.

Bridesmaid

Valuable for cutting. Fine in the open ground; color fine, clear dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush roses.

MARIE GUILLOT—The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large full and double, the buds are very pretty, of sweet fragrance.

Columbia Set of Roses

Five Beautiful Roses Postpaid \$1.00

COLUMBIA—Magnificent, large, full double silvery pink. Fragrant as American Beauty.

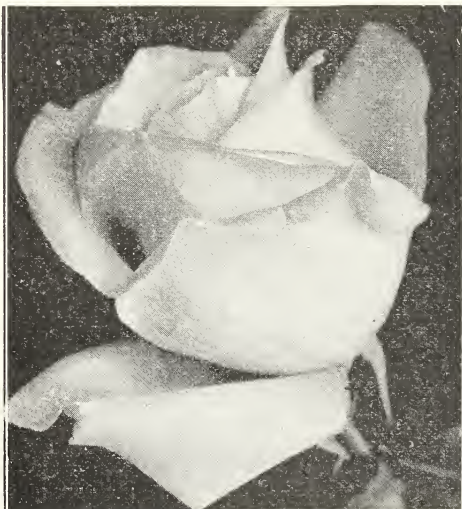
KAISERIN AUGUSTA VICTORIA — The handsomest of all cream white Roses. Very hardy and constantly in bloom.

MES. B. R. CANT—Beautiful, deep pink with silvery center. Double.

MME. FRANCISCA KRUGER — Flowers very large. Color salmon, deeply shaded coppery yellow.

ALEX. HILL GRAY—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, \$1.00 prepaid by parcel post. Two year old pot grown plants, \$3.75 by express; \$4.25, postpaid.



Bridesmaid, Brilliant Pink

Prices of all roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 80c each, \$8.50 per doz., assorted, by express; by parcel post prepaid, 90c each, \$9.00 per doz. All on own roots. Large specimen star size plants \$1.00 each, \$10.00 per doz., by express; prepaid by parcel post, \$1.15 each, \$11.50 per doz.



Roses were received in fine condition. Thanks for prompt delivery. I am very much pleased with them and am anticipating many beautiful blooms. You certainly know how to ship roses. Mrs. G. E., Baltimore, Maryland.



EVERBLOOMING TEA ROSES—Continued

Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.



Lady Hillingdon

THE BRIDE—There is no other white rose more satisfactory than the Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

MRS. B. R. CANT—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

WM. R. SMITH—The soft blending of the salmon-pinks, rose pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

CORNELIA COOK—Flowers borne in great profusion and very desirable; color pure creamy white, tinged with lemon and blush.

MME. FRANCISCA KRUGER — This beautiful rose is of strong, bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.

PERLE DES JARDINS—Color, clear golden-yellow, a beautiful shade; flowers large, full, globular form, with great depth and substance, richly perfumed.

50c **COLLECTION NO. 16** 50c
Fifty cents buys 3 hardy Hybrid Tea Roses. Beautiful colors and tints that will please.

My Jeannette Heller is a beauty. At the present time it has 4 large flowers and 9 buds.—Mrs. J. P. M., Schenectady, N. Y.

“Baby Doll” Rose

*Exquisitely Beautiful—Rivals the Rainbow
Our New and Most Sensational Hardy
Everblooming Bush Rose*



Baby Doll

The most unique rose ever introduced. The foliage is three times as plentiful as is usually found on any rose and is insect proof. It grows not to exceed 15 inches high, produces hundreds of perfectly formed miniature blooms, early and late, all the time, outdoors and indoors in pots. *The plant is always blooming!* In hardiness and health it is superb, exquisitely formed, dainty and beautiful. *The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that immediately the exclamation is heard, “What a wonderful rose.”*

Price of above roses: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 80c each, \$8.50 per doz., assorted by express; by parcel post prepaid, 90c each, \$9.00 per doz. Large specimen star size plants \$1.00 each, \$10.00 per doz., by express; prepaid by parcel post, \$1.15 each, \$11.50 per doz.



"I have ordered roses from near and far but your "Baby Doll" rose is the best of all. I never fail to tell my friends the many advantages of your Own-root, pot grown roses. C.E.R., Fredericktown, Mo.



Charming Baby Rambler Roses

Dainty, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.



Miss Edith Cavell

CHATILLION—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

MLLE. CECILE BRUNNER—Rosy pink on rich creamy white ground.

LA FAYETTE—Flowers large as "Paul Scarlet". Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

GEORGE ELGER—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

MISS EDITH CAVELL—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

IDEAL—Enormous heads of blooms of intense, deep garnet.

ANNY MULLER—Flowers shiny, brilliant pink, produced in profusion all summer.

MARIE PAVIE—Medium size, very full and double; borne in large clusters, white flushed carmine.

ELLEN POULSON—Dark brilliant pink.

WHITE BABY RAMBLER (Catherine Zeimet)—Pure white flowers borne in immense clusters. Delicious fragrance.

BABY TAUSENSCHON—Flowers white, flushed pink, changing to rosy-carmine.

RED BABY RAMBLER—Beautiful clusters of bright red flowers.

GRUSS AN AACHEN—Yellowish rose colored with salmon pink and red shadings. Blooms larger than the average polyantha.

CLOTHILDE SOUPERT—A strong, dwarf grower, wonderful bloomer, producing clusters of deliciously sweet flowers, full and double. Color effect is beautiful, ivory-white, shading toward center to silvery rose.

Hardy Hybrid Perpetual Roses

This class described in left-hand column, is noted for its extreme hardiness. Especially adapted to northern climates. Known as the old-fashioned "June Rose." Large flowers.

Frau Karl Druschki

The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color.

GLOIRE LYONNAISE—Flowers large and full; color white, base of petals canary. Tea scent.

PRINCE CAMILLE DE ROHAN—Deep velvety crimson maroon, full and of good form and the best of all hardy dark roses of this class.

GENERAL JACQUEMINOT—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

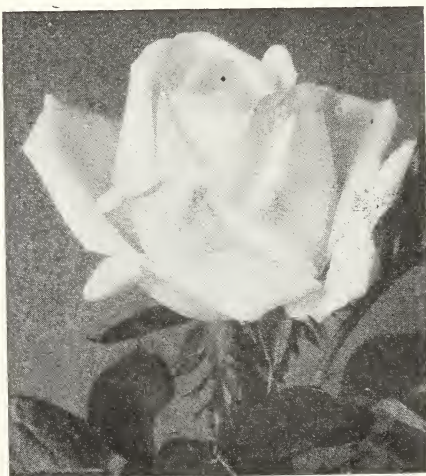
CAPTAIN CHRISTY—Delicate peach-blown pink. Deeper in center. Large full.

J. B. CLARK—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson.

ANNE DE DIESBACH (Glory of Paris)—Lovely brilliant carmine, long, pointed buds, and large, finely formed flowers.

PAUL NEYRON—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double.

MAGNA CHARTA — Bright pink, large, double with suffused carmine.



Frau Karl Druschki

Price all roses on this page. Strong one-year-old plants, 30c each; 4 for \$1.00; \$2.50 per doz., postpaid; extra large heavy, two-year-old plants, 85c each \$9.00 per doz., by express; 95c each, \$9.50 per doz., postpaid by parcel post. Star size, specimen plants, \$1.00 each, \$10.00 per doz., by express; \$1.15 each, \$11.50 per doz. by parcel post prepaid.



"Your Trial Collection came and I am more than pleased. They were nice plants and every one is growing. I am pleased with your selection.—Mrs. J. L. D., Emporia Kansas.



Jeannette Heller
The most wonderful Rose ever grown.

Great "Trial Collection" \$1

8 STRONG, HARDY EVERBLOOMING ROSE PLANTS POSTPAID FOR \$1.00

Enormous production alone makes this marvelous offer possible. Order this Collection and you will be richly repaid. The TRIAL COLLECTION—8 sturdy plants \$1.00 postpaid, includes the world famous **Jeannette Heller** Rose, our own Rose, exquisite and lovely. Exquisite shadings of pink and cream. Also **Alexander Hill Gray**, great, hardy, yellow everblooming bush Rose. Every variety a prize winner, a thing of beauty. THE SELECTION IS ALWAYS OURS.

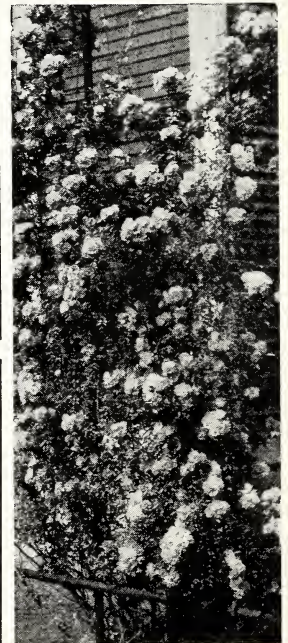
"Favorite Collection" \$1.00

8 HARDY CLIMBING ROSES, POSTPAID, \$1.00

Hardy Climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial below.

SPECIAL OFFER

For \$1.00 we send 8 strong sturdy, climbing Rose plants, best varieties, all labeled and different, our selection. 8 of them for \$1.00, postpaid. Please order as "The Favorite Collection."



Hardy Climbing Rose

"Gentlemen—Late in August 1928 I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However EXCELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TAUS-ENDSCHON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they outbloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. Nothing You Say in Your Catalog is Exaggerated."—Mr. M. Z., Monticello, Wis.



Pink Radiance

Grand "Surprise Collection"

6 MAGNIFICENT TWO-YEAR-OLD ROSES FOR \$3.25 PPD.

We carry an immense Rose stock and rather than carry over odd lots, we offer this great collection, two-year-old plants, all high grade Roses in every particular, at a special wholesale price. You are apt to have in this collection rare Rose novelties, but THE SELECTION IS OURS but plants ARE LABELED. We are selling them below the cost of production. Don't miss this great Bargain offer.

SPECIAL OFFER—6 splendid two-year-old Rose plants, finest varieties of Roses in the world, no two alike, labeled, OUR SELECTION, but including "**Pink Radiance**," the dazzling pink garden Rose; "**Jeannette Heller**," the one best everblooming Rose in the world, and the others equally desirable; soil on the roots, delivered anywhere in the U. S. A., safe arrival guaranteed, for \$3.25 prepaid by parcel post.

PLEASE ORDER AS THE "SURPRISE COLLECTION" AND YOU'LL GET THE SURPRISE OF YOUR LIFE



NEW YORK. Three years ago I bought your \$1.00 collection of roses. All lived. The climbers are a source of wonder—they have grown so lovely. I am well pleased.—Miss F. C. W., Buffalo, New York.



Hardy Climbing Roses

This class of roses is in tremendous demand because of their great value. They are hardy everywhere without protection, requiring little attention, blooming gorgeously for several weeks in early summer. Their glorious colors are seen everywhere. Secondly, once planted (our plants) last a lifetime. For climbing over porches, garages, trellis, pergolas, embankments, cemetery planting, for screening unsightly places or single specimens on the lawn, they have no equals. Free from insects, hardy as oaks, cheap in price, permanent.

Keystone

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color deep lemon-yellow.

BESS LOVETT—Flowers fragrant, clear bright red, good size, double.

DR. W. VAN FLEET—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

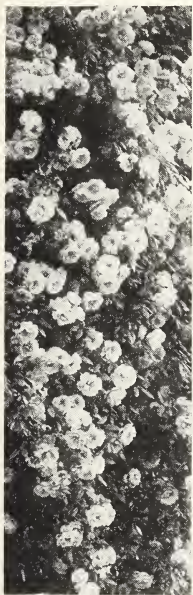
HEART OF GOLD—Hardy climber. crimson with white at base of petals.

DOROTHY PERKINS—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow ten to fifteen feet in one season. The perfectly double flowers are borne in immense clusters of thirty or forty.

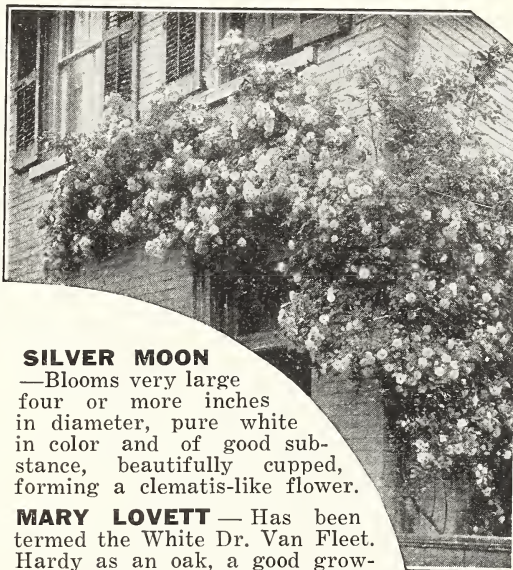
EXCELSA—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

GARDENIA (Hardy Marechal Niel) — Very fragrant; creamy yellow.

WHITE DOROTHY PERKINS—Is a rampant grower, and in a short time will cover a large trellis. Glistening white flowers.



Dorothy Perkins



Keystone

SILVER MOON

—Blooms very large four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

MARY LOVETT—Has been termed the White Dr. Van Fleet. Hardy as an oak, a good grower, splendid for cemetery planting or wherever an absolutely hardy, white climbing rose is wanted.

AMERICAN PILLAR—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

JACOTTE—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

MARY WALLACE—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

EUGENE JACQUET—Immense trusses of fragrant cherry-red flowers in profusion.

EMILY GRAY—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

ALBERIC BARBIER—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double, borne in large clusters.

VIOLETTE—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.

AUNT HARRIET—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

Prices of all roses on this page: Strong, first size plants, 25c each; any 5 for \$1.00, postpaid, strong, two-year-old plants, 80c each, \$8.50 per doz., assorted, by express; by parcel post prepaid, 90c each; \$9.00 per doz., still larger plants, all varieties in star or specimen sizes, \$1.00 each by express, \$10.00 per doz., \$1.15 each, \$11.50 per dozen by parcel post prepaid.



IOWA. "My Paul Scarlet and Birdie Blye are blooming wonderfully and are a sight to behold. They are just loaded with blooms and only two years old."—Mrs. O. L., Burlington, Iowa.



HARDY CLIMBING ROSES—Continued

Flaming Paul's Scarlet Climber

It is generally conceded by experts that this great new climbing rose stands out as one of the few best roses for home planting. Color vivid scarlet shaded slightly crimson, almost a flaming scarlet, a new and striking color. Makes a brilliant display for a long time in the garden. Hardy everywhere. The petals do not fade like many climbing roses, but retain their bright color, and remain in bloom for weeks. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight.

TAUSENDSCHON (Thousand Beauties)—This well known climbing Rose is a favorite with all Rose-lovers, for its great mass of bloom makes a pleasing and impressive display. Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is the most satisfactory of climbers.

ROSARIE (Pink Tausendschon)—This is a bright pink form of Thousand Beauties. A good climber and a very satisfactory climber in every respect.



Paul's Scarlet Climber

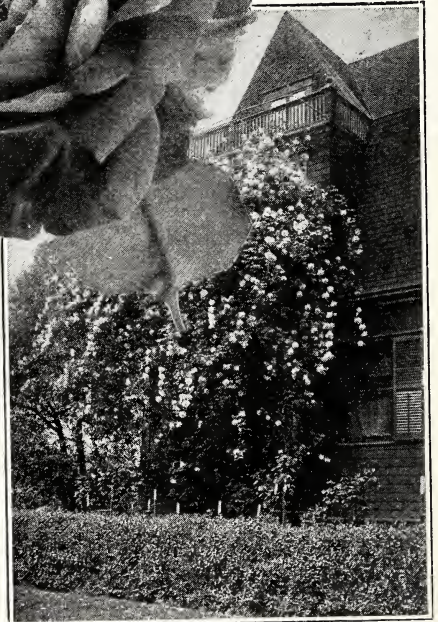
BIRDIE BLYE — One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.



The Great Climbing American Beauty Rose

A Most Sensational New Arrival Among The Roses of New Castle"

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as American Beauty, with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. *Ours is the genuine stock. Absolutely true to name, on its own roots.*



Climbing American Beauty

Prices of all roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; strong, two-year old plants, 85c each, \$9.00 per dozen, assorted, by express; prepaid by parcel post 95c each, \$9.50 per doz. Still larger star size or specimen plants at \$1.00 each, by express, \$10.00 per doz.; \$1.15 each, \$11.50 per doz., prepaid, by parcel post.



Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.

Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose Gruss an Teplitz, illustrated on page 10 but a vigorous climber attaining a height of 10 to 15 feet in a single season. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms continuously throughout the growing season. One of the world's greatest everblooming climbing roses and hardy everywhere.

MARECHAL NIEL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

MRS. ROBERT PEARY (Climbing Kaiser-in Augusta)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

CLIMBING CECILE BRUNNER — Color rosy pink, rich creamy white ground. Plants sturdy growing but need protection.

CLIMBING WHITE MAMAN COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

CLIMBING PINK KILLARNEY—Immense long pointed buds with massive petals, opening into flowers of enormous size; color deep pink, deliciously fragrant.

CLIMBING PINK MAMAN COCHET—An exact climbing counterpart of the bush variety. As free blooming as the Cochets. Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

THE CHEROKEE ROSE—The bushes bear large pure white roses in great profusion.

CLIMBING SUNBURST—Orange copper and golden yellow flowers of large size and perfectly formed handsome buds. Strong grower. Profuse bloomer.

CLIMBING HELEN GOULD—Climbing type of the beautiful Helen Gould. Immense flowers, full and double, constantly produced. Warm watermelon-red. Superior.



Climbing Gruss an Teplitz

FORTUNE'S DOUBLE YELLOW—Beauty of Glazenwood—Bronzed-yellow or coppery and fawn color.

CLIMBING METEOR—A sport from Meteor, famous for its magnificent flowers. True climbing habit, attaining a height of 10 to 15 feet in a single season. Dark velvety crimson, the equal of any Rose.

FREEDOM—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stems.

CLIMBING RHEA REID—Same as Rhea Reid except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

CLIMBING CLOTHILDE SOUPERT — One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

BELLE OF PORTUGAL — Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

Price of all roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 80c each; \$8.50 per doz., assorted, by express; prepaid by parcel post 90c each; \$9.00 per doz., larger plants, star size, \$1.00 each, \$10.00 per doz. by express. Prepaid by parcel post, \$1.15 each, \$11.50 per dozen.



The plants you sent me came in fine condition. I liked the plants so well I want more. They were all such fine strong specimens. Mrs. W. N., Hunt, Texas.



Miscellaneous Roses

(From The Evening Bulletin — Philadelphia, Sept. 12, 1925)

ROSE GROWING MADE EASY

Don't Bother with Budding or Grafting. Briar is Always a Nuisance.

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog-roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rosebush and secured the best of budded stock but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

HERMOSA—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose.

SIR THOMAS LIPTON—RUGOSA ROSE—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Hardy as an oak.

HENRI MARTIN—HARDY MOSS ROSE—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

ELIZABETH ROSE—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

GREEN ROSE—A CURIOSITY—An interesting member of the rose family, grown for its oddity. Flowers small, pointed, double, and of the same color as the foliage—dark pea green.

HUGONIS—A rare novelty, known as the "Golden Rose of China." Very unique, blooming early before all other varieties, bearing masses of single yellow flowers. Extremely hardy.

Prices of above Roses: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 80c each; \$8.50 per dozen, assorted; prepaid by parcel post, 90c each, \$9.00 per doz.; still larger plants, star size, \$1.00 each, \$10.00 per doz., by express; prepaid by parcel post, \$1.15 each, \$11.50 per doz. All on own roots.

AN IMPORTANT POINT

The most important thing to consider is to buy rose plants that are healthy and varieties that are healthy. Budded, field-grown, dormant roses on wild roots, which we do not grow or sell, are very badly affected in many sections of the country with deadly diseases such as Brown Canker and Cane Canker which means the plant gradually dies and there seems to be no preventative measures for these diseases. Our roses on their OWN ROOTS, pot grown, brought on in a temperature slightly above freezing. Nature's way of doing it, have no such diseases. They are absolutely healthy and we have thrown out of our list all varieties that we regard as being difficult to succeed with. Our list comprises roses that are healthy and easy to succeed with—the best varieties we think—now known.

Hardy, Field Grown, Own-Root Climbers

We have here in our fields some very fine hardy climbing roses that have been out for two winters. They are large specimen plants and can be shipped up until April 15th.

PINK DOROTHY PERKINS—Shell-pink, extremely hardy. Flowers are borne in immense clusters. Excellent for cutting.

KEYSTONE—Magnificent, hardy, free-blooming. Flowers are borne in magnificent clusters. The finest hardy yellow climber.

EXCELSA—Sometimes called "RED DOROTHY PERKINS". Flowers very double, produced in immense trusses of 30 to 40 flowers to each truss. Color intense crimson.

ALBERIC BARBIER—The beautiful yellow flowers are unusually full and double, sometimes singly, sometimes in clusters.

GARDENIA (Hardy Marechal Niel)—fragrant; creamy yellow.

TAUSENSCHON (Thousand Beauties)—Many different colors produced on the same bush, ranging from delicate pink shades to shades of bright rose and carmine with white and yellow tints.

AUNT HARRIET—Produces masses of dazzling scarlet-crimson roses with pure white centers and golden anthers.

CHRISTINE WRIGHT—Clear pink, semi-double; in clusters.

Price: Large, dormant, field grown, own root plants 50c each, \$5.50 per dozen by express; prepaid by parcel post 60c each, \$6.00 per dozen. Furnished in dormant plants up until April 15th.



Typical Hardy Climbing Rose



Roses received in excellent condition. They are so large and so nice and fresh I cannot resist ordering more. I cannot speak too highly of your roses.
R. C. E., Cincinnati, Ohio.



Geraniums

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation. We offer large, well-developed plants for immediate blooming.

Price all Geraniums, large, thrifty plants for immediate effect, 20c each; 6 for \$1.00; \$1.75 per dozen, in one or assorted varieties, postpaid.

- A. BROWN**—Magnificent rosy crimson, fine.
FRAU PERKINS—Beautiful cerise pink, white center.
MME. BARNEY—Famous double pink, of a lively shade; exquisite.
LA FAVORITE—Double, pure white. The leader. Very attractive.
ALPHONSE RICARD—Double, bright vermilion.
JEAN VIAUD—Double, bright, clear shade of mauve-rose, shading to a white throat.
S. A. NUTT—Double, dark red. Free bloomer. None better.
SCARLET BEDDER—Scarlet.
IMPROVED POITEVINE—Salmon pink.



Geranium, Jean Viaud

- RED BARNEY**—Red; strong grower.
SWEET SCENTED—Delicious rose scented; an exquisite variety.
AMERICAN BEAUTY—Beautiful crimson.

SPECIAL OFFER

One each of the 12 flowering geraniums below in extra large, thrifty plants, \$1.75.

Our Wonderful Canna Lilies

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

Price on all Cannas: strong plants 25c each; 6 for \$1.25; \$2.50 per dozen postpaid, \$16.50 per 100.

- PRESIDENT**—Considered the best red. Immense heads, glowing crimson flowers 7 inches across.
PANAMA—Orange-red petals, bordered with a broad edge of golden-yellow. Flowers, large and over-lapping.
KING HUMBERT—4 feet. Immense dark bronze foliage; great heads of orange scarlet flowers, striped crimson.
MISS THEO. HALL—4 feet. One of the largest. Colors a beautiful shade of salmon pink. Flowers of immense size.

- WINTZER'S COLOSSAL**—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.
CHARLES HENDERSON—Brilliant crimson. 5 feet.
GIGANTEA—Tall growing 7 feet. Medium crimson flowers.
NEW YORK—Giant scarlet, foliage plum color. 5 feet.
KING MIDAS—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.
ALPHONSE BOUVIER—Beautiful wine red, distinct. 5 feet.

FOR CANNA BED (NO. 20)

- For circular Bed 7 feet across
 1 Scarlet with red foliage for center.
 6 Yellow for first circle.
 12 Red for second circle.
 19 in all, postpaid, \$3.00.

FOR CANNA BED (NO. 30)

- For circular Bed 10 feet across
 1 Red foliage for center.
 6 Pink for first circle.
 12 Yellow for second circle.
 18 Scarlet for third circle.
 37 in all, \$6.00 postpaid.

50c **COLLECTION NO. 22** 50c
 Fifty Cents buys three elegant Canna plants for outdoor planting. Assorted kinds.

50c **COLLECTION NO. 24** 50c
 Fifty Cents buys one Chrysanthemum, one Canna, one Carnation, one Fern. Good collection.



Plants are fine. Packing was the very best. I shall be glad to recommend you to my friends—Mrs. D. W., Westfield, Iowa.



Hardy Phlox

These are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

- R. P. STRUTHERS**—Salmon, claret red eye.
ROSENBERG—Purple, red eye.
FERDINAND CORTEZ—Tall, deep crimson.
RHINESTROM—Pink, fine for massing.
PANTHEON—Salmon rose.
CHAMPS ELYSEE—Purple.
EUROPA—Pure white, crimson carmine eye.
ATHIS—Deep, clear salmon.
RHINELANDER—Salmon pink, claret red eye.
TERRE NEUVA—Lavender, dwarf grower.
MRS. JENKINS—Best tall early white.

Prices Hardy Phlox: Strong, vigorous, field-grown plants, the only reliable kind for immediate effect, 30c each; 4 for \$1.00; \$2.90 per dozen, postpaid. One each, 10 Phlox above, \$2.35, postpaid.



Phlox, R. P. Struthers

German Iris

Iris or Fleur-de-lis is one of the most beautiful, hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

- CAPRICE**—Cerise, deeper falls, early.
CRIMSON KING—Rich claret purple.
CATERINA—Standards light blue, falls lilac; very large; very tall.
DR. BERNICE—Standards coppery bronze falls rich velvety crimson. Extra.
HONORABILIS—Golden yellow and crimson brown.
MADAME CHEREAU—White frilled edges beautifully penciled violet-blue.
QUEEN OF MAY—Lilac pink, large; midseason. Beautiful tall growing variety.
SPECIOSA—Lavender and reddish purple.
SHERWIN WRIGHT—Fine bright yellow.
WALHALLA—Standards violet, falls purple.

Price of all Iris: Strong plants, 20c each; 3 for 50c; set of 10 varieties above, \$1.50 postpaid.

I love the Jeannette Heller Rose—its color and form are beautiful—E. N. H., Montgomery, Ala.



Giant Persian Cyclamen

Giant Persian Cyclamen

The most decorative of all pot plants. The foliage is dark olive-green, variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The plants grow on for years, producing more and more flowers as they increase in age and size. The flowers, which are of odd form embrace every delightful shade of color. We offer strong 4-inch pot plants. 60c each, 3 for \$1.50 postpaid.



German Iris



I have bought roses from many firms but never had the success I am enjoying with your roses—Mrs. G. S. W., Union City, Ind.



Magnificent Peonies

The Peony is without question the most glorious flower in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Even when not in bloom the Peony is decorative in the extreme and worthy of a prominent place in the garden.

SELECT LIST OF PEONIES

We offer only the cream of the many hundred varieties. Don't buy the cheap kinds. They don't produce the blooms. Ready for immediate delivery.

Price all Peonies, in large two and three eye roots, 85c each, \$9.50 per doz. postpaid, assorted if desired.

Edulis Superba. Very early. Immense in size; color clear, silvery pink. A giant Peony, full and double.

American Beauty. Immense, brilliant crimson. Nothing to equal it.

Duchess D'Orleans. Dark carmine. Queen Victoria. Best white.

Charlemagne. Lilac; white, slight blush center. Double.

Modeste Guerin. Deep rose. Double.

Francois Ortegat. Deep crimson.

Canary. Double White, primrose center.

Nobilissima. Dark violet red. A very beautiful variety.

Festiva Maxima. White, red in center. Very large and fine.



Everblooming Hydrangea

Duchess de Nemours. Sulphur-white, changing to pure white. Double. Early.

Candidissima. Creamy-white, sulphur yellow center.

Rosea Elegans. Soft rose-pink. Large, full, double.

Everblooming Hydrangea

Constantly in bloom from early in June until frost. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage. Hardy everywhere.

Hibiscus

Meehan's Marvel Mallow—Large flowering plants which make a bush like growth from 4 to 5 feet high and 2 to 3 feet across. The flowers are enormous in size, frequently 8-10 inches in diameter. Mixed colors—pink, red or white.

Hydrangea Paniculata

Attains a height of 5 to 7 feet; hardy. Blooms in July and August, and continues in bloom for two or three months; the flowers are massive, cone shaped, often measuring 10 inches in length, changing from original pure white to pink and finally to rich coppery-red.

Buddleia—Butterfly Bush

The long flower spikes are made up of numerous small florets somewhat on the order of a Lilac. The color is a beautiful shade of lilac shading to lavender, and the plant is a mass of bloom from June until frost. Perfectly hardy. **Pot grown 35c ea., 3 for \$1.00 postpaid**



Buddleia, Butterfly Bush

A PROFITABLE INVESTMENT

If you will stop and ask yourself what is there in which you can invest \$5.00, \$10.00 or \$25.00 that will give you a greater return than anything else you could buy, not to speak of the enhanced value of your property, and the pleasure that every member of the family will derive from them, the answer will come quick and fast—"Roses and flowering plants and vines," and now, this year—indeed today—is the time for you to make a beginning. Unlike any other form of improvement or pleasure, money invested in Roses, plants and vines, increase in value.

Prices of Hydrangea and Hibiscus: First size plants, field grown. 50c each, postpaid; 2-year-old, field grown plants 75c each, \$8.50 per doz. by express; 85c each, \$9.50 per doz. postpaid.



"Supreme Set" of Chrysanthemums and "Favorite Collection" of Roses received. They are more than I expected, to say the least. They are first class and dirt cheap—F. C. O., Salt Lake City, Utah.



Gorgeous Dahlias

No other word but GORGEOUS can describe the beauty of the Dahlias offered on this page. In the brilliant and almost barbaric combination of colors, the Dahlia has no rival. Easy to grow, they are an immensely popular flowering plant for the garden. Plant as soon as all danger of frost is past in average garden soil; cover the tubers or bulbs about six inches deep. Cultivate well until blooms begin to show, then mulch with well rotted manure, or feed a good standard plant food, and you will be astounded with the magnificent flowers produced. Our list includes the best and most popular varieties in cultivation, and bound to please the most exacting dahlia grower. Order a number of these magnificent Dahlias to obtain a wide range of bright, cheerful colors. All prices include postage, when sent by parcel post.

New and Rare Dahlias

MRS. I. DE VER WARNER—Deep mauve-pink or lavender. Long, stiff stems. One of the best decorative varieties. Fine for cutting. \$1.00 each.

EMPEROR—Decorative type, large, a deep, velvety crimson, almost maroon. \$1.00 each.



Dahlia Jersey Beauty

JERSEY BEAUTY—A very fine, true pink, flowers of immense size, perfect shape, produced on long, straight, stiff stems; very free bloomer. A truly wonderful decorative dahlia. \$1.00 each.

WASHINGTON CITY—A gigantic pure white, star-like flower, cactus type. It has a long, stiff stem and holds its flower erect. 75c ea.

BILLIONAIRE—Rich, golden yellow. Immense flowers, peony type. 75c each.

MILLIONAIRE—Delicate lavender, with faint pink cast overshading it. One of the best known lavender-pink decorative dahlias; immense flower, six to nine inches in diameter. 75c each.

BERTHA STORY—A very large flower of deep rose pink on long stem. Occasionally flowers showing white petals. Remarkably free bloomer. Decorative type. 75c each.

F. W. FELLOWS—Color bright orange scarlet. Produces its flowers in profusion. Cactus type. 75c each.

GEORGE WALTERS—Salmon pink, with touches of yellow. A reliable and very popular variety. Hybrid cactus. 75c each.

KALIF—A majestic flower. Pure glowing scarlet. Gigantic flowers, are held erect on strong, stiff stems. Free bloomer. Hybrid cactus. 75c each.

Choicest Cactus Flowered

This class produces large, loosely formed chrysanthemum-like flowers. The long, narrow petals are variously rolled and twisted. The flowers are borne on long, slender stems and most artistic.

MRS. J. W. WILKINSON—Deep pink, with very long petals. 50c each.

GEN. BULLER—Rich, velvety crimson-maroon, tipped white. 25c each.

W. B. CHILDS—A beautiful, dark purple-maroon. 35c each.

RENE GAYEUX—Clear, glowing crimson. 35c each.

COUNTESS OF LONSDALE—Salmon-pink, a good variety. 50c each.

Decorative Dahlias

This type produces large, somewhat flat but most beautiful flowers, double and full to the center; petals irregularly situated, long, broad and nearly straight. A beautiful and most popular type

ELIZABETH SLOCOMBE—Rich, deep garnet; fine, large flowers; extra good stems and a strong, vigorous grower. 50c each.

JACK ROSE—The identical shade of the rose with the same name. A beautiful red. 25c ea.

MINOS—Intense, velvety maroon, almost black. An ideal cut flower variety. 25c each.

J. M. GOODRICH—New decorative. Color is entirely new and wins instant favor. A beautiful salmon-pink, each petal effectively tipped primrose-yellow. 50c each.

EASTON—Brilliant Turkish red, good form and remarkably free flowering. 35c each.

FRANK A. WALKER—A charming shade of deep lavender-pink. For garden decoration or for cut flowers has no superior. Flowers are produced in abundance on long stems. 25c each.

Peony Flowered Dahlias

Gorgeous new type, semi-double, loosely arranged petals, two, three or more rows in the flower, surrounding a large golden-yellow center, petals pointed, sometimes twisted and sometimes the inner ones curl over the center like a peony.

HORTULANUS BUDDE—A bright scarlet of splendid habit. 25c each.

ROCHESTER—Color a gorgeous crimson-maroon, effectively striped and splashed pure white. Every petal twisted, making a gay contrast with the yellow center. 50c each.

CALIFORNIA—In color it is a beautiful, clear, rich, deep yellow. The blossoms are large and produced upon good, long, stiff stems. 50c each.



I have about 60 budded roses but they do not seem to be satisfactory and want to try Own root roses. G. W. S., Oklahoma City, Okla.



Lilium Regale

Truly a regal beauty. The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet. The fragrance is delightful, similar to the jasmine. A splendid hardy Lily for the garden, flowering about July 1. The easiest Lily to grow.

Price two year field grown bulbs, 35c each; 3 for \$1.00, \$3.00 per dozen postpaid.

CALLA LILIES—Grand pot plants. Easy to grow, free bloomers and superb flowers. Good at all seasons.

EVERBLOOMING CALLA GODFREY (Dwarf). In bloom all the time.

Price 25c each, 5 for \$1.00 postpaid.

LILY OF THE NILE—The old favorite White Calla. Grand white flowers. To aid profuse blooming, keep dormant from the middle of June until the last of August; replot in good, rich soil, using 6 to 8 inch pots; give water, light and heat in abundance.

Price; Strong pot plants 25c each, 5 for \$1.00 postpaid.

BELLADONNA LILY—Amaryllis Belladonna—Bears splendid clusters of soft, rosy pink, flowers as large as Bermuda lilies on stout leafless stems one and one half to three feet high with a delicate fragrance.

Extra large bulbs, 6 to 12 inches in circumference, 50c each; 3 for \$1.25 postpaid.



Regale Lily

FUCHSIAS—The bright flowers are borne in large drooping clusters, very large and graceful. Many beautiful colors with different shadings. Price 35c each postpaid.

LANTANAS—The brilliant colors and profuse blooming habit makes this a very desirable plant for porch boxes or pots or to be set out in summer. A wide range of colors.

VINCA VARIEGATA—Beautiful trailing vine, bright green leaves bordered with creamy white.

Price 15c each, 10 for \$1.00, postpaid.

HELIOTROPE—Delightful old favorite. Flowers deliciously fragrant, florets wide and flat, color true heliotrope.

ABUTILON (Flowering Maple)—Flowers deep bell shape in various colors, borne in profusion throughout the season. Very showy.

SANSEVIERA—Ideal decorative plant of beautifully striped leaves, white on dark green ground. Stand more hardship than any other house plant.

OTAHEITE ORANGE—A dwarf reproduction of the genuine fruit bearing orange tree, the flowers being identical. Fragrance is delicious. Fruit measures 3 in. in diameter and is edible. 35c each; 3 for \$1.00 postpaid.

AMERICAN WONDER LEMON—Pure white flowers, as large as tuberosa blooms, fragrant as orange blossoms. Large fruit, full of rich juice. Large plants, 50c each postpaid.

Price of all plants on this page except where noted, 20c each, 3 for 50c, postpaid.

STIM-U-PLANT TABLETS

An excellent, odorless, highly concentrated plant food, tablet form for all kinds of pot plants during the winter. Will increase growth and heighten color. These can be used in tablet form or dissolved in water. Complete directions with every package. Price, small size, 25c; 100 tablets for 75c; 1000 for \$3.50, postpaid.

SULPHO-TOBACCO SOAP

For sure, easy and immediate extermination of all insect life on plants, is a matchless preparation. It dissolves readily in water, and may be applied with a Tyrian Sprinkler. Price, 3 oz., cake, 15c; 8 oz., cake, 30c, postpaid.



Two year old rose plant, soil on roots, wrapped ready for shipment

DIFFERENT SIZES OF ROSES

Our 1st size Rose plants are strong and sturdy—give great satisfaction.

Our two year old and star size Rose plants grown under our own methods are unsurpassed in size, vigor and blooming capacity. They are the last word in Rose excellence. All plants on own roots—the best for the amateur.

All plants, bulbs etc., are as good as the dealer's reputation, no better.



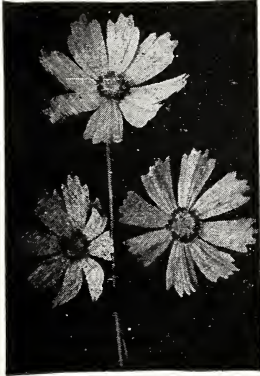
I have had wonderful success with your roses in this northern climate where we have numerous changes in temperature—C. J. G., Spokane, Wash.



OLD FASHIONED HARDY PERENNIALS

There is a constantly increasing demand for the old favorites in the gardens of long ago, and more and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty until they fairly run riot with their wealth of bloom and glory of form and color. Hardy and easy to grow every-

COREOPSIS—A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful form and invaluable for cutting, having long stems and lasting in good condition at least a week.



Coreopsis

STATICE—Produces immense panicles of delicate blue flowers. One of the best perennials for cut flowers, either fresh or dried for winter bouquets.

EVERLASTING PEA—One of the most desirable climbing plants, producing clusters of large deep rosy pink flowers all summer.

SWEET WILLIAM (Dianthus Barbatus)—Has been considered one of our finest, hardy garden plants, being of easy culture, thriving in any good garden soil and lasting for years.

RUDEBECKIA (Golden Glow)—Grows six to eight feet high, bearing exquisite, double flowers of golden yellow on long, graceful stems.

CHINESE LANTERN PLANT—An ornamental plant forming dense bushes 2 ft. high producing freely bright orange-scarlet lantern-like flowers, which can be cut and dried for winter bouquets.

BACCONIA (Plume Poppy)—A stately plant with fig-like foliage and white flowers. Effective for lawns.

DELPHINIUMS (Hardy Larkspur)—One of the most popular perennials, excellent for cutting, colors range from palest sky blue to the very deep indigo blue. Many of the blooms have pink fillings. Long, large spikes of flowers. You will be delighted with these splendid plants.

CAMPANULA (Canterbury Bell)—Choice mixed. Large clusters of bell-shaped flowers.

SHASTA DAISIES—The flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

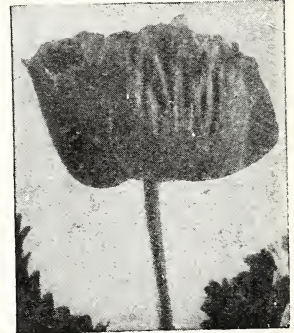
CLOVE (Pinks)—All colors. Their clove fragrance, perfect form and rich coloring make them great favorites for edgings, walks, drives and rock gardens.



Delphinium



Aquilegia



Oriental Poppy

HOLLYHOCKS—Double, mixed colors.

AQUILEGIA (Columbine)—As a cut flower the Long Spurred Columbine are the daintiest of all outdoor grown flowers. They are a most important part of every hardy garden. Mixed colors.

ORIENTAL POPPY—Brilliant bright orange, black blotches at base of petals. Beautiful.

Price of all Hardy Perennials on this page, extra strong, well rooted two-year field grown plants for immediate blooming, 30c each, any 4 for \$1.00; \$2.75 per dozen, postpaid.

50c **COLLECTION NO. 18** 50c
Fifty Cents buys 3 choice Geraniums.
Wonderful selection. The colors will please.

50c **COLLECTION NO. 28** 50c
Fifty Cents buys 3 splendid Dahlias
bulbs. Mixed kinds. Good, strong tubers.

THE REASONS WHY PRICES ARE LOW

Every sensible business man, no matter what he has to sell, is reducing his overhead wherever possible outside of labor, to the end that he may offer his goods at lower prices. That is imperative to meet the conditions that are upon us. We are issuing less costly catalogs, savings are being made wherever it is possible. Profits are not figured at all, not even interest on our rather large investment here so that we may pass along low prices and keep our business active and also meet the reduced purses of our patrons. All of this is sensible. The quality of our stock is higher, if anything, than ever before. We hope to have your liberal patronage as a result of these generous cash discounts made on the front cover page of this catalog.



"National Set" of roses came in fine condition. I never saw finer plants come from any greenhouse.—E. J. A., Marengo, Illinois.



Best Chrysanthemums

WILL BLOOM THIS YEAR

Gorgeous Autumn blooming plants. Very popular. The last flowers of the year. Hardy with protection. A superb collection of fine, large flowering plants.

Price of all Chrysanthemums on this page, strong plants, 15c each, any 4 for 50c; \$1.50 per dozen.

White Frost—Beautiful white, ball shaped.

Yellow Frost—Light yellow, straight petals.

Roman Gold—Superb yellow, early.

C. C. Pollworth—Choice early yellow.

Major Bonnafon—Golden yellow, ball shaped.

Golden Glory—Shining gold, full and big.

Quaker Maid—Large glistening white.

White Mistletoe—Large pure white very late.

Pink Mistletoe—Very late, beautiful pink.

Yellow Mistletoe—Bright yellow.

Gold Lode—Golden yellow. **Oconto**—Pure white, large blooms.

Silver Sheen—Beautiful, large white.

Golden Chadwick—Handsome yellow. Incurved.

Charles Rager—Early, pure white.

Harvard—Late, dark velvety crimson.

Unaka—Grand, lavender-pink. Incurved.

Pacific Supreme—Fine large pink.



New Castle Chrysanthemum

Hardy Pompon Mums

Entirely hardy, producing hundreds of miniature flowers. Very showy. Continue booming even after heavy snows. They last for years. Our collection includes the very best.

Sunshine—Crowded sprays of intense yellow.

Christmas Gold—Bright golden yellow.

Uvalde—Very early. Pure white.

Mrs. Buckingham—Single rosy, pink, yellow center.

Diana—Pure white.

Miramar—A fine bronze. Incurved petals.

New York—Handsome golden bronze.

Red Doty—Bright red.

Lillian Doty—Incurved, soft pink.

Godfrey—Late, light pink.

Klondyke—Brilliant yellow.

Hilda Canning—Brilliant bronze.

SUPERB COLLECTION

8 SPLENDID VARIETIES 75c POSTPAID

Harvard—Magnificent deep crimson.

Pacific Supreme—Large pink.

Unaka—Beautiful lavender-pink.

Charles Rager—Large, incurved white.

Gold Lode—Large golden yellow.

Oconto—Large white.

Golden Glory—Bright golden yellow.

Yellow Frost—Light yellow.

SPECIAL OFFER—One each of the eight magnificent "Mums" described above prepaid for 75c.

ORDER AS "SUPERB COLLECTION"

The Jeannette Heller rose surely looks healthy and is beautiful.—Mrs. H. P. B., Lancaster, Texas.

The rose Jeannette Heller I bought of you two years ago is sure a beautiful rose. I am very much pleased with them. They are wonderful roses. Mrs. Emma E., Harrison, Ohio.

POMPON SET OF MUMS

5 FOR 50c POSTPAID

Diana—The best pure white.

Mrs. Buckingham—Single rosy pink.

Klondike—Gorgeous bronze-yellow.

Lillian Doty—Shell pink.

Miramar—Splendid bronze.

SPECIAL OFFER—One each of the above five Pompon "Mums" for 50c prepaid.

PLEASE ORDER AS "POMPON SET"



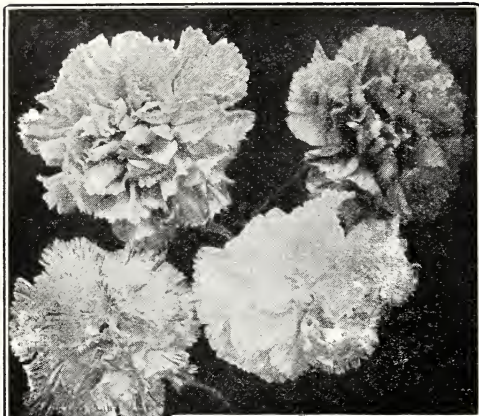
A recent photograph of typical Pompon Chrysanthemums, hardy, everlasting and beautiful.



The roses, cannas, gladioli and carnations sent me last year were fine and produced many blooms—E. P. F., Casper, Wyoming.



Handsome Large Flowering Carnations



New Castle Carnations

Charming Gladioli

Our list comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one

year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality and will produce gorgeous flowers of astonishing beauty. No garden is complete without the superb new Gladioli we offer. Our list comprises the best from hundreds of varieties. Plant as soon as frost is past on up into summer.

Price of named varieties of Gladioli, 10c each; any 6 for 50c; \$1.00 per dozen, postpaid.

- Wilbrink—Lavender pink, early, very beautiful.
- Le Marechal Foch—Rose-pink. An improved America. Large flowers and very early.
- Prince of Wales—Flowers are large and color is most charming coral pink.
- Schwaben—Clear canary-yellow shading to soft sulphur. Large flower stalk and wonderful blooms.
- Mrs. Francis King—Brilliant vermilion scarlet.
- E. J. Shaylor—Tall, beautiful, pure deep rose-pink.
- Evelyn Kirtland—Rosy-pink, with shell pink center, brilliant blotches on lower petals; tall spike.
- Herada—Pure mauve, deeper throat markings; beautiful.
- Jewel—Light salmon, with deeper yellow blotch.
- Crimson Glow—A perfect, very large, deep scarlet.
- Louise—Beautiful deep lavender.
- Maidensblush—Very early, light pink. A great favorite.

SUPERFINE MIXTURE GLADIOLI—All colors gladioli, large bulbs, sure to bloom, 50c per dozen, \$3.50 per 100, postpaid.

SPECIAL OFFER—We send postpaid six Excelsior Pearl Tubercses, three Orange flowered and 3 New Variegated leafed—12 in all for 50c.

Everybody wants the newer varieties of large flowering carnations because of their strong, healthy growth and lovely flowers which are produced all season long in greatest abundance. Exquisite clove fragrance. Grows splendidly in pots indoors in winter. Have your own year-around supply of superb flowers like you buy in florist shops.

Price: Strong pot plants 15c each, any 6 for 75c; \$1.50 per dozen, postpaid.

- Aviator—Best standard crimson.
- Mrs. C. W. Ward—Deep pink, fragrant.
- Pink Enchantress—Large, deep pink.
- Radium—Beautiful red, fine large bloom.
- Golden Glow—Fine bright yellow.
- Arctic—Fine white, large flowering.
- Ivory—Beautiful creamy white.
- Cheerful—Deep, pink large flowers.



Large Flowering Gladioli

Fine Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen; postpaid.

Orange Flowered—Bears snow white flowers. 7c each, 75c per dozen, postpaid.

New Variegated Leaved—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen, postpaid.



Roses received in perfect condition. Was very much pleased to find them so large and well rooted. They are far superior to plants from other nurseries. Mrs. J. J. C., Pawhuska, Okla.



Look What 50¢ Cents Will Buy

Greatest Value for the Money Ever Offered—We Ship Highest Grade in Every Collection. All labeled, our selection, 50c postpaid for each collection.

The collections below (50c each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all the stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order. All collections our selection.

PLEASE ORDER BY COLLECTION NUMBER.

50c buys four splendid new hardy Tea Roses. A choice selection of **No. 45** colors.

50c buys five elegant Chrysanthemums. The blooms are large and handsome. **No. 50**

50c buys 1 Asparagus Sprengeri, 1 Asparagus Plumosus, 1 Geranium, 1 Fern. **No. 55**

50c buys 3 hardy Hybrid Tea Roses. Beautiful colors and tints that will please. **No. 46**

50c buys four extra fine Carnation plants that will bloom for you all the season. **No. 51**

50c buys 10 fine Tuberosa bulbs, 5 Excelsior Pearl, 3 Orange flowered and 2 New Variegated Leaved varieties. **No. 56**

50c buys two hardy bush Roses and 2 hardy Climbing Roses. Rare and brilliant. **No. 47**

50c buys three elegant Canna plants for outdoor planting. Assorted kinds. **No. 52**

50c buys 12 new and rare Gladioli of assorted colors. A collection of splendid value. **No. 57**

50c buys 3 choice Geraniums. Wonderful selection. The lovely colors will please. **No. 48**

50c buys one Phlox, two German Iris. Assorted colors and desirable in the garden. **No. 53**

50c buys three splendid Dahlia bulbs. Mixed kinds. Good strong tubers. Fine value. **No. 58**

50c buys four splendid Ferns. A rare opportunity to secure Ferns for your fernery or a fine addition to your window or porch box. **No. 49**

50c buys one Chrysanthemum, one Canna, one Carnation, one Fern. An extra good collection that will be a continuous pleasure. **No. 54**

FREE in all orders for 4 or more of these collections we will add a vigorous plant of our own world famous Rose, Jeannette Heller, **FREE**.

DECORATIVE FERNS

There is a charm about the fern for home ornament hard to equal with any other plant, with its long sprays of lively, green, handsome foliage. Even the smallest plants in a short time grow into magnificent specimens.

Price of all ferns: Strong, shapely plants, 20c each; any 6 for \$1.00, postpaid; larger size 4 and 5 in., potplant, 75c each by mail, postpaid.

Whitmanii—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Very graceful.

Boston Fern—Long, broad fronds, drooping gracefully; forms an immense plant.

Teddy, Jr.—New dwarf fern. Fronds are broad and beautifully tapered from the base to the top, drooping just enough to make a graceful plant.

Roosevelt—New and grandest of all, with fronds beautifully frilled and waved. Compact, vigorous grower.

Scotti—Dwarf growing, compact and a great favorite. Broad petals, strong, upright plant.

Exaltata—Strong, upright grower; deep green fronds of heavy texture.

CHOICE FERN COLLECTION

Owing to an immense production of these beautiful ferns, we can offer 5 of these grand Ferns at an unheard of price of 75c.

HARDY CLIMBING VINES

Clematis Paniculata—The flowers are pure white and are borne in great clusters of bloom, fairly covering the plants. It begins to bloom late in August the first year. Hardy in all sections of the country. **Strong 1 year plants 25c each. Strong 2-year-old field grown plants, 50c each, postpaid.**

English Ivy—A splendid evergreen climber, with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. **25c each; 5 for \$1.00, postpaid.**

Ampelopsis Veitchii (Boston or Japanese Ivy)—It covers buildings and walls with a perfect mat of dark green, leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood without support. **Fine plants, 25c each; 5 for \$1.00; three-year-old plants, 75c each, pp.**

Asparagus Sprengeri—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. It is one of the best of all plants for the window box if planted to droop over the edge. **Price, 20c each; 3 for 50c, postpaid.**

Asparagus Plumosus—Foliage resembles the finest lace. Elegant for cutting and is especially lovely for table decoration. **Price, 20c each; 3 for 50c, postpaid.**

INDEX, TERMS AND GUARANTEE

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H. T. Hybrid Teas; H. P., Hardy Perpetuals; C. T., Climbing Teas; H. C., Hardy Climbing; M., Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C. H. T., Climbing Hybrid Teas.

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Prices, terms, offers and conditions in this book cancel all previous offers and terms.

Terms, Cash With Order—Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter. All may be sent at our risk.

Please Use Order Blank and write name and address plainly. Write letters on separate sheet.

Order Early—The sooner the better. All orders shipped immediately unless directed to the contrary. Early ordering is of mutual advantage. Stock reserved for delivery when desired. Orders sent C. O. D. if desired.

Parcel Post and Express Shipments—All goods at Postpaid prices mean we pay the transportation charges. All goods at Express prices are shipped at the purchaser's expense. Parcel post shipments insured up to \$25.00 for 8c extra to be remitted with order.

Canadian and Foreign Orders—Please remit 25 per cent additional for extra packing and postage. Canadian customers must secure a permit from the Sec'y of the Destructive Insect and Pest Board, Dept. of Agriculture, Ottawa.

We Reserve the Right to Substitute another variety of equal value for any variety the

stock of which is exhausted, unless we are instructed to the contrary.

Our Guarantee—All shipments must be satisfactory when received or order duplicated or money refunded, whichever preferred. Complaints, if any, must reach us in ten days after receipt of shipment. After delivery, in good condition, our responsibility ceases. We do not guarantee safe arrival on Canadian, U. S. Colonies or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we send out. While we strive to have our plants true to name we do not guarantee it. Soil and climatic conditions, wet or dry growing season, improper care, unfavorable location, many causes for failure over which we have no control.

Heller Brog. Co. is a trade name. The sole owner of this business is F. J. Lynch.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Ind.



Kaiserin Augusta Victoria



Gruss an Teplitz



Baby Doll

"National" Set of Garden Roses 12 HARDY EVERBLOOMING ROSES \$2.75 POSTPAID

These twelve magnificent hardy, everblooming, bush roses represent the best garden roses for every section of America. Unsurpassed in healthy growth, freedom of bloom, beauty and fragrance of flowers. They grow and bloom gloriously everywhere. Our illustrations give but a faint idea of their great beauty. Our roses are wonderfully healthy. That is important. All are described more fully in other pages of this catalog.

Pride of New Castle—Perhaps the greatest of all deep crimson, ever-blooming roses.

Baby Doll—Exquisite, dainty and beautiful. Colors rival the rainbow. Miniature, dwarf. Always blooming.

Kaiserine Augusta Victoria—Pure white. Large double flowers.

Pink Radiance—One of the best, hardy, everblooming, garden bush roses in the world. Bright carmine rose, opal and coppery reflections.

Columbia—Deep peach pink. Strong grower, almost thornless. Fragrance delicious. A superb garden rose.

Red Radiance—Same as Pink Radiance but a beautiful clear red. Good everywhere.

Jeannette Heller—Our great, garden, bush rose. Exquisite blending of pink, rosy blush and pale yellow. Deep and full. Grows everywhere.

Lady Hillingdon—Apricot yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

Jonkheer J. L. Mock—Enormous flowers, deep and double. Color bright, rich pink, faced carmine. A beautiful two-tone rose.

Gruss An Teplitz—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower.

Alexander Hill Gray—We have not seen a more glorious, perfect, pure yellow rose. Magnificent, large.

Mme. Jenny Gillemot—Brilliant saffron yellow, opening canary with dark golden shades. Hardy and strong growing.

SPECIAL OFFER—One each, strong vigorous, first size plants, 12 in all postpaid for \$2.75. The entire set in strong, two-year old plants \$9.00 by Express, \$10.00 prepaid by parcel post; the 12 varieties in still larger star size plants \$12.00 by express, \$13.25 prepaid by parcel post. Order as "NATIONAL SET."



Red Radiance



Columbia



Mme. Jenny Gillemot



A. H. Gray



Pride of New Castle



Pink Radiance

Two World-Famous Garden Bush Roses

We have never seen a more beautiful crimson rose than DAVID O. DODD unless it be our great rose, PRIDE OF NEW CASTLE, but there is a difference between them. They cannot be secured elsewhere. We say without hesitation, DAVID O. DODD is perhaps the most beautiful crimson, free blooming, bush rose in the world.

JONKHEER J. L. MOCK is another great two-tone pink rose. The blooms are magnificent. The growth is marvelous. What people want is health in roses and that is what these roses have. They require no petting, no coaxing. They are gorgeous. They are briefly described below. No rose garden is complete without these two great varieties.

*Jonkheer J. L. Mock GORGEOUS GIANT PINK

Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. A wonderful hardy hybrid tea garden rose.



Giant Pink Hybrid Tea Rose, Jonkheer J. L. Mock

*David O. Dodd

SUPERB HARDY CRIMSON

Hybrid Tea. A new crimson bush rose destined to supercede all other crimsons. Such others as Etoile de Holland, Hawlmark Crimson and similar varieties can't compare to this glorious newcomer. A magnificent rich crimson, flushed scarlet, with superbly formed buds, carried erect and opening into a large beautifully shaped flower. Very free flowering; growth bushy and upright.

We consider this fine rose to be one of the best of its color, a great advance on all other crimson varieties and destined to become the greatest of all crimson ever-blooming roses. A splendid rose with no faults.

Prices: Strong first size plants, 30c each; 4 for \$1.00; \$3.00 per dozen prepaid. Large two year old plants, 1.00 each; 6 for \$5.00, \$9.50 per doz. by Express. If wanted by Parcel Post add 10c per plant. Still larger * size plants \$1.25 each; \$12.50 per dozen. If star size plants are wanted by prepaid parcel post add 15c per plant. All plants on Own Roots. Prices include privilege of selecting one or both varieties.



Superb New Rose. David O. Dodd

Heller Bros. Company
New Castle, Indiana